FIG. 1

Nodes in a Transaction Tracking Network
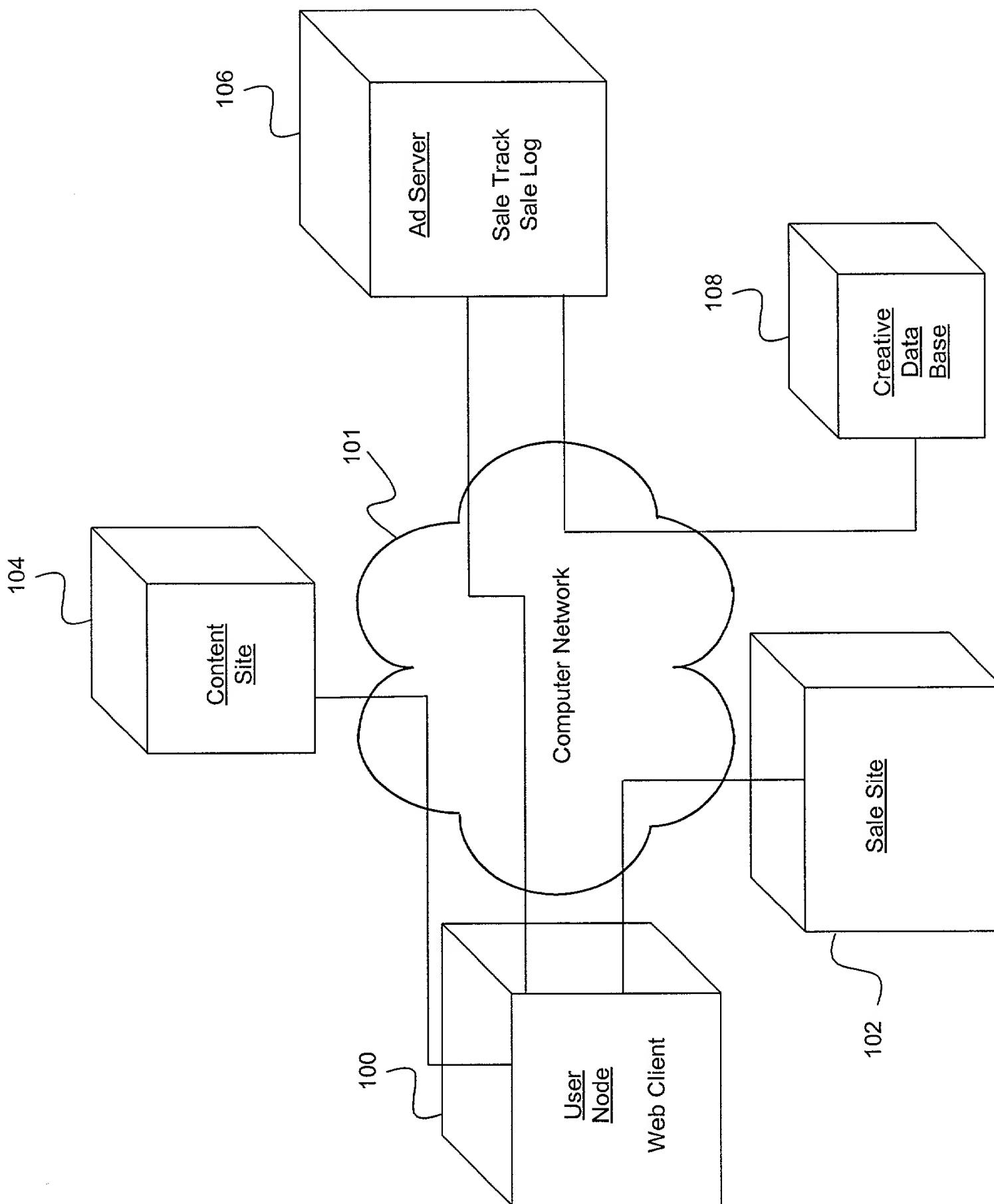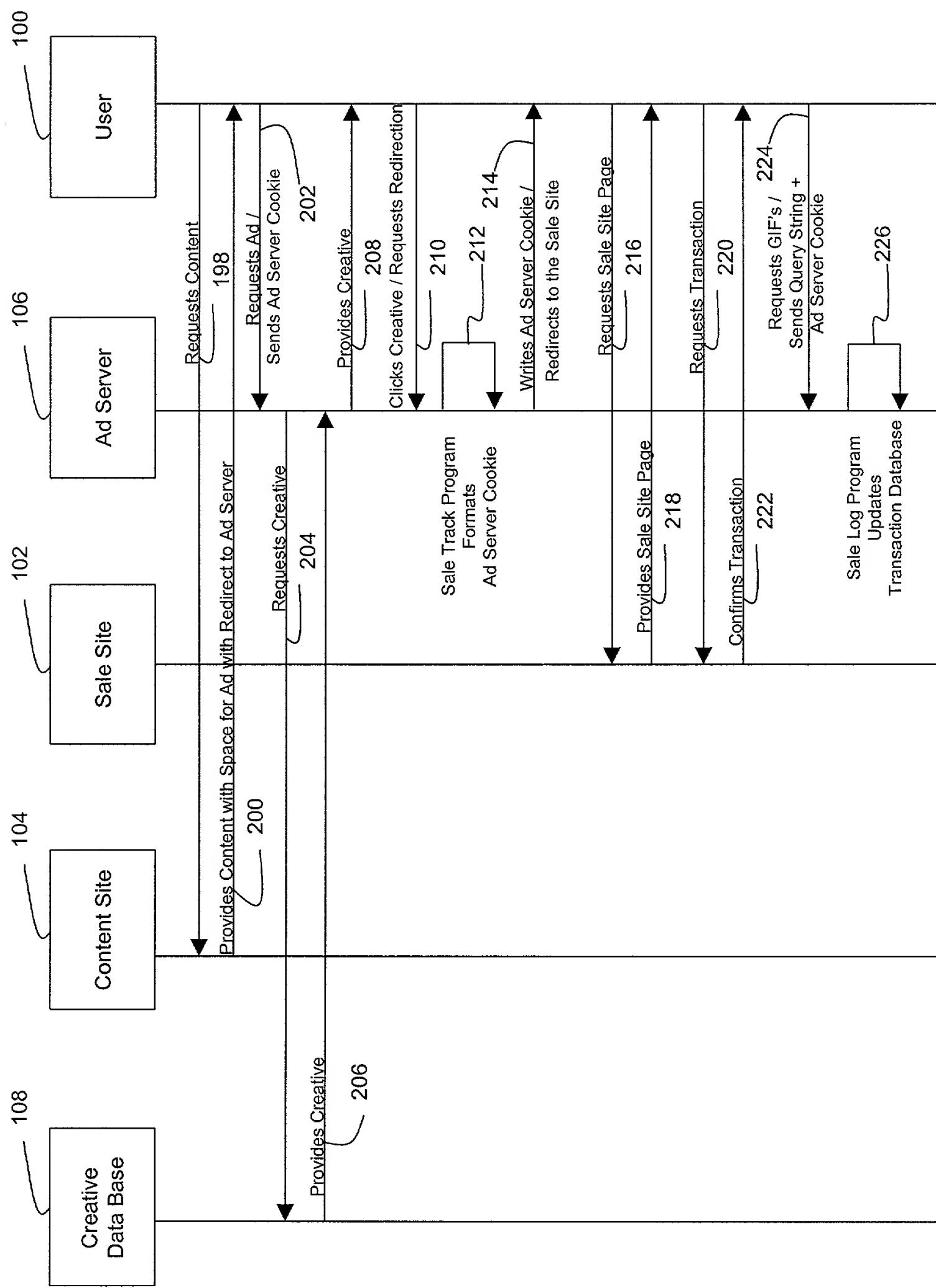
FIG. 2

Sale Monitoring and Recording Operation Sequence

User 100

Ad Server 106

Sale Site 102

Content Site 104

Creative Data Base 108

Requests Content 198

Requests Ad / Sends Ad Server Cookie 202

Provides Creative 208

Clicks Creative / Requests Redirection 210

Writes Ad Server Cookie / Redirects to the Sale Site 212 214

Requests Sale Site Page 216

Requests Transaction 220

Requests GIF's / Sends Query String + Ad Server Cookie 224

Provides Content with Space for Ad with Redirect to Ad Server 200

Requests Creative 204

Sale Track Program Formats Ad Server Cookie

Provides Sale Site Page 218

Confirms Transaction 222

Sale Log Program Updates Transaction Database 226

Provides Creative 206

FIG. 3C

CURRENT TIME	342
COOKIE ID	312
TRANSACTION (SALE) SITE CODE	322
PAGE	324
CONTENT SITE CODE	302
CATEGORY CODE	304
SUBCATEGORY CODE	306
CREATIVE CODE	308
CAMPAIGN CODE	310
SIGNUPS	326
AMOUNT	328
PRODUCT	330
IP ADDRESS	344
COOKIE SETTING DATE	314
COOKIE SETTING TIME	316

340

FIG. 3B

TRANSACTION (SALE) SITE CODE	322
PAGE	324
SIGNUPS	326
AMOUNT	328
PRODUCT	330

320

FIG. 3A

CONTENT SITE CODE	302
CATEGORY CODE	304
SUBCATEGORY CODE	306
CREATIVE CODE	308
CAMPAIGN CODE	310
COOKIE ID	312
COOKIE SETTING DATE	314
COOKIE SETTING TIME	316
KEY WORD	318

300